PROPOSAL FOR TOPIC APPROVAL TO BE SUBMITTED TO THE UNIVERSITY OF MUMBAI FOR THE DEGREE **OF Ph. D (MANAGEMENT) DEGREE IN THE SUBJECT OF MARKETING.**

Title of the topic	:	**A STUDY OF START-UPS AT CO-WORKING SPACES IN MUMBAI, NAVI MUMBAI AND THANE REGION.**
Name of the student	:	**MRS. PRAVEEN KUMARI VERMA BHATIA**
Basic Qualification	:	**MBA-MARKETING, M.SC. PHYSICS (ELECTRONICS), B. ED, PET (MANAGEMENT STUDIES)**
In the case of Ph. D student Year of Passing of PET/NET/SET/GATE/M.Phil. (Teaching Experience)	:	**PET ENTERANCE, 23 DECEMBER 2018 TEACHING EXPERIENCE: 10YEARS**
Name of the Research Supervisor / Guide	:	**DR. H.J. BHASIN**
Date of Superannuation / Retirement	:	**11th NOVEMBER 2033**
Name of the Research Center	:	**LALA LAJPAT RAI INSTITUTE OF MANAGEMENT, HAJI ALI GOVERNMENT COLONY, MAHALAKSHMI, MUMBAI – 400034 (PH. D CENTRE, UNIVERSITY OF MUMBAI)**
Signature of Student	:	P. Verma
Signature of Research Supervisor / Guide	:	H.J. Bhasin
Date of submission of research proposal	:	04-03-2021

Seal of College

LALA LAJPATRAI INSTITUTE OF MANAGEMENT ★ MUMBAI 34.

Head/Director/Principal

Research Center

DIRECTOR
Lala Lajpat Rai
Institute of Management
Lala Lajpat Rai Marg,
Mumbai - 400 034.

1) INTRODUCTION:

Start-up:

A Start-up is an organization that is in the early stage of its operations. These organizations are often initially bank rolled by their entrepreneurial founders as they attempt to capitalize on developing a product or service for which they believe there is a demand. Due to limited revenue or high costs, most of these small-scale operations are not sustainable in the long term without additional funding from venture capitalists. Start-ups are the lifeblood of our economy and innovation across the globe. They create jobs, new products, dreams, and disruption. They are led by entrepreneurs who work hard to bring their ideas to life. Often overshadowed by failure, they persist and can change the world. The start-up ecosystem is often described as young, innovative, aspirant and futuristic. Start-Ups give the freedom to the person to way in which he always wanted to work. It gives opportunity to entrepreneur in setting their own rules and the chance to realize the dreams. It requires a huge effort to make a Start-Up successful but the youth is ready to face the challenge and deliver despite the hindrances that he may face. India, home to a new breed of young start-ups, has evolved to become the third largest base of technology start-ups in the world.

Start-up – A Generic definition: A Startup is a young organization founded by one or more **entrepreneurs** in order to develop a unique product or service and bring it to the market.

1. Years of existence: 1-5 years
2. Employees: 1-100
3. Paid up capital: Up to INR 1 crore
4. Annual Revenue not exceeding INR 25 crore
5. **Space Requirement: up to 5000 square feet carpet area**

Startup Success Parameters for Start-up

For the purpose of research, following 4 growth parameters can be considered

1. Growth in number of employees in last 5 years or
2. Growth in turnover in last 5 years or
3. Funding received in last 5 years or
4. Expansion to different markets / cities / states in last 5 years

We shall follow the above four criteria to shortlist a Start-up for our research.

India too has its fair share of successful startups (now major corporates) like Flipkart, Snapdeal and InMobi, valued at more than a billion dollars. But this ecosystem has got little help from the previous governments. Our Prime Minister Narendra Modi in his Independence speech in 2015 talked about the launch of a potential new signature program; Start -Up India and Stand-Up India'. "We are looking at systems for enabling start-ups. We must be Number one in start-ups. 'Start-up India' and 'Stand up India', Modi said in his speech. And finally, on 16 January 2016 Government of India launched Action Plan its ambitious program of Stand- Up India.

As per the Maharashtra State Innovative Policy 2018, views of famous personalities are as follows:

"We have a nation of more than a billion people embracing technology. If we develop an ecosystem to shape this power, the journey towards being a developed nation will be accelerated."

-Shri Devendra Fadnavis
Former Chief Minister of Maharashtra

"Collaboration of Government, industry and academia is key to creating an environment in which startups excel and contribute to robust economic growth."

-Shri Aseem Gupta
Secretary, Skill development & Entrepreneurship

With this impetus, India is currently the third-largest startup ecosystem in the world and is home to 21 unicorns valued at $73.2 billion, and more than 50 startups might join the unicorn club as early as 2022., according to a report by Microsoft Ventures and Venture Intelligence, employing over 210,000. **17% of the start-up organizations are concentrated in Mumbai.** The sentiments are high for ventures in startups of major verticals **like Fintech, Healthtech, Foodtech, Edutech, Data Analytics, B2B commerce and Artificial Intelligence.**

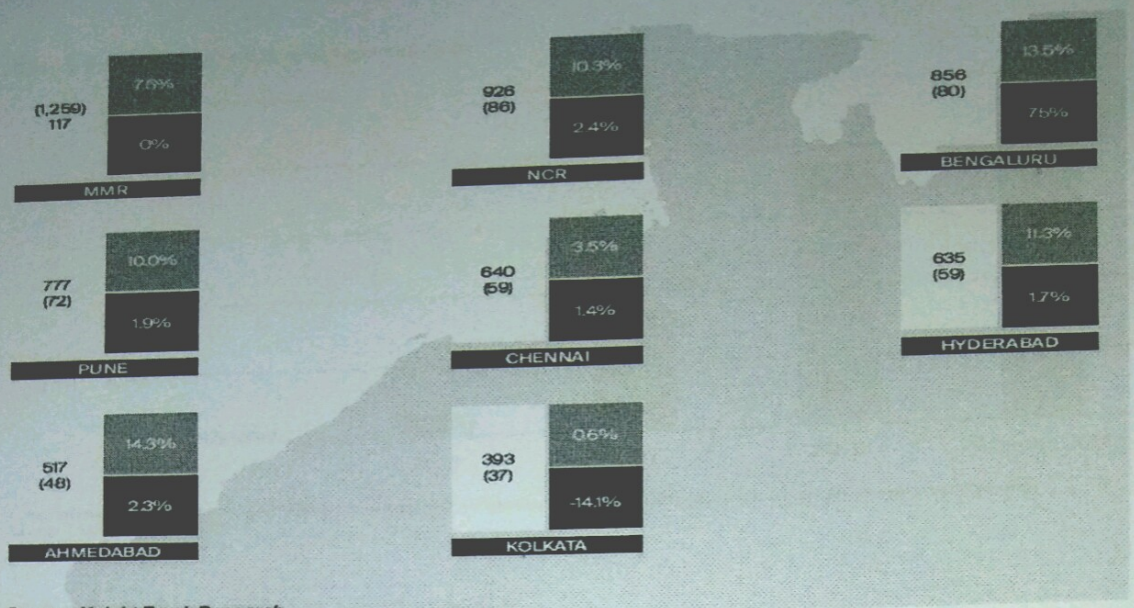
Startups in Co-working spaces in Mumbai and Navi-Mumbai:

- Docplexus – A health tech start-up based out of Pune and Mumbai
- Investec – A fin-tech start-up based out of Mumbai
- MyAbhyaas – A Edu-tech start-up based out of Mumbai
- Salut French – A French language teaching start-up based out of Mumbai
- Luxury Escapes – A travel tech start-up based out of Mumbai
- Flochat – A Social media tech start-up based out of Mumbai
- I-Pink – A health and beauty advisor based out of Mumbai.

Some Startups in Non-Co-working spaces in Mumbai and Navi-Mumbai: Tau Technologies (OPC) Private Limited, VRIV Tech Private Limited, Digitech Electronic Systems Private Limited, MSS Renewtech LLP, Eklavya Biotech Private Limited.

Mumbai and Suburbs:

Mumbai is the financial capital of India with major corporates having their headquarters. Thus, Mumbai and its Suburbs (including Navi-Mumbai and Thane) provide great potential for startups to grow with all resources available locally. Similar to New York of United Sates, Mumbai is also the costliest city in India with respect to real estate rentals which average to INR 117/- per sqft per month in MMR region (According to Knight Frank Research, 2019). The office space monthly rentals in Mumbai and suburbs range from INR 40/- per sqft per month (Bhiwandi) to INR 400/- per sqft per month (BKC).



Source: Knight Frank Research

The above chart gives a comparison of office space rentals across major cities in India. Unit: INR per (Sqm) Sqft per month.

With such expensive rentals, it becomes difficult or rather impossible for startups to survive the operational expenses and compete with corporate cash rich giants.

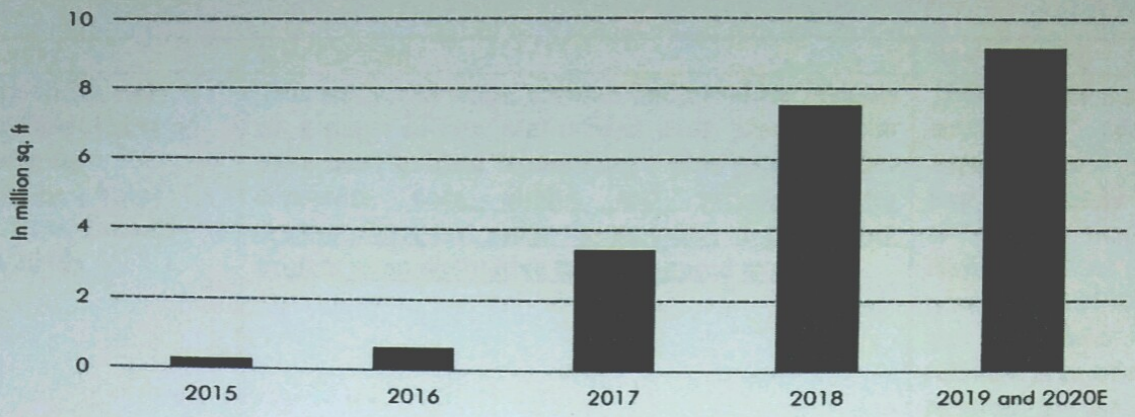
Co-working:

Startups in India cannot operate and flourish with expensive real estate rentals in MMR region. Moreover, if they opt for a conventional office space they will need to work in isolation. They need an environment that breeds innovation and creative thoughts. Co-working provides ample space and opportunities for integration with like-minded people and other related infrastructure and services such as admin, accounting, legal, cloud server, etc. as one-stop-shop that boost the performance of the startups saving them time and most useful resource i.e., capital.

Coworking is a rapidly emerging workplace phenomenon characterized by open-space work environments that lie between working from home and working in a traditional office environment. Supported by cloud-based information and communication technology (ICT) tools and practices, coworking arrangements are further linked to technologically-mediated work practices (Andrade, Ares, Suarez & Girt 2013; Ross & Blumenstein 2013, 2014).

Co-working describes both a physical configuration of workspace and a philosophy of sharing. JLL expect the size of the flex space market to cross 50 million sq ft by 2023.As It is expected that India shall become **third largest start-up hub and the second largest freelancer workforce in the world, there is a huge potential demand for co-working spaces in the country.**

Figure 2-5: Growth of the flexible space segment in India



Note: includes leasing by flexible space operators in investment and semi-investment grade office buildings, along with non-office developments
Source: CBRE Research, Q1 2019

Major Coworking spaces in Mumbai region:

Coworking Spaces	Founded in	Number of Centers in Mumbai, Navi Mumbai and Thane region (till 1st March 2021)
Regus	1989	17
WeWork	2010	12
91springboard	2014	4
Social	2014	11
Awfis	2015	12
Innov8 (Oyo Works)	2015	1
Work Wise	2016	2
Inspire Cospaces	2020	5

Other Co-working spaces: **Smartworks, Cowrks, Indicube, Inspire Coworks,** etc. are the upcoming giants.

There are some standalone coworking spaces where startups are working for e.g.: **YesssWorks., Playce, Workafella, Incuspaze, Hive, Garage, 603Coworking, Primus** (offers coworking @99/- per hour which includes coffee and 100 Mbps Lease line).

Co-working is emerging form of work organization, whereby independent entrepreneurs, micro-businesses and freelancers 'work alone together' in shared spaces or managed office spaces, in which the emphasis is on community, relationships, productivity, creativity, Network growth, Knowledge Sharing and business development (Entrepreneurial activities).

Co-working spaces have mushroomed at such a rapid pace and becoming equally popular among the large and even medium-sized businesses for their affordable yet fully serviced infrastructures and business opportunities.

2| LITERATURE REVIEW:

Sr.	Review By	Key Content	Research gap
1	**Neither Office nor Home: Coworking as an emerging Workplace Choice (Peter Ross, Sussan Ressia 2015)**	This study examines, reviews and provides insights on a range of new and related work practices that have been dubbed 'coworking'. This paper further considers how public and private sector organizations are using the services of coworking centers as an alternative to home-based telework.	This research suggests that coworking centers are occupying an increasingly important niche area as an alternative workplace of choice for an emerging new cohort of workers and are therefore a highly relevant area of research in relation to the future of work in an era of deregulated labor markets, telework and rapid technological change, which can be further studied and researched upon in a study. This review article suggests that Coworking services are used equally by Public and Private sector organizations.
2	**The Great Good Place café, Coffee Shops, Bookstores, Bars, Hair Salon and other hangouts at the heart of Community (Ray Oldernburg 1989)**	In his book, introduced a term **"third places"** such as local coffee shops (after home, first, and workplace, second) which are "great good places" (informal public gathering places) typically perform the community building function. These places serve community best to the extent that they are inclusive and local.	This article suggests that Coworking spaces serve as a better option for Individual freelancers as they provide a space to work as well as for informal gatherings
3	**The rise of coworking spaces: A literature review (Alessandro Gandini 2015)**	This Research paper aims to provide a critical reflection on the 'celebratory' framework that surrounds the representations of proliferating coworking spaces. In this review, it has examined coworking phenomenon, and found coworking phenomenon is connoted with the expectation of being the 'new model of work' in the context of the 'collaborative and 'sharing' economy. The coworking movement does not benefit from a 'buzz' that resembles the blind celebratory framework which used to relate to the idea of the 'creative class', the reiteration of which would configure not merely a new 'bubble' in the knowledge economy – rather, a surprising **survival of the neoliberal age.**	This article suggests that coworking are not only a new age office space for Startups but also essential for survival of such new age organizations. Thus, this study is required to identify the relevance in details.
4	**Building new places of the creative economy. The rise of coworking spaces (2nd Geography**	This study revealed that coworking growth has been fueled by the recent bust of the property bubble in North America and Europe. According to him Bankruptcies and massive layoffs favor the	This research paper adds on to research paper number 3 and focuses on the most expensive

	of Innovation International Conference 2014) (Bruno Moriset 2013)	coworking movement. According to him Coworking spaces are profitable as a part of the value created by coworking space is non-peculiar and their curators must find additional resources: public subsidies, sales of services (meeting room rental, seminar organization, coffee shop), and sponsoring by larger firms. Coworking spaces are milieu of **Creative Entrepreneurs.**	resource i.e., real estate. Further work needs to be carried out in Indian context to understand whether coworking spaces save a huge operational expense and provide much more add on services compared to a conventional setup or not. Thus, a proper study is required to compare the operational expenditure of startups in a conventional setup vs startup in a coworking spaces with the cost of services included.
5	**Coworking: a community of work (Andrej RUS, Marko OREL 2015)**	In this paper researcher tried to answer the questions "What is fueling the growth and where is the demand for coworking coming from?" and also "What is so special about strangers working together in a same workspace?". This paper argues that creative class are increasingly refusing to work in bureaucracies that stifle innovation and creativity and seek to maintain their independence. Co-working spaces are a response to this latent demand for shared working spaces, which brings independent creatives together but lets them work alone and also suggested that policy makers should not focus on building coworking spaces in order to combat youth unemployment i.e. Instead of investing resources in the physical creation of coworking spaces (i.e., emptyshells to be filled with people and ideas) they could redirect their support toward existing creative communities that are already operating in rented coworking spaces.	This article is in contrast to the Article 4 above. This article says that growth of coworking is due to increase in demand for shared working spaces and does not talk about the real estate cost. Further research can be done to understand, the features and services that are uniquely offered by coworking spaces in India and how such services benefit the startups. A final relatively narrow but important question that we can identify is - What is the reason that a start-up prefers or not prefers to be in a coworking space vs conventional space? Is it only to save on real estate cost or are there any other factors driving the growth of coworking spaces?
6	**New spaces for supporting entrepreneurship? Co-working spaces in the Welsh entrepreneurial landscape (Anita Fuzi, Nick Clifton and Gareth Loudon 2013)**	In this Research paper, the underlying idea is that co-working spaces can support member businesses in their development processes by helping them to build networks and create synergies through collaboration in a creative work environment. The main aim of the paper is to provide an empirical illustration of how co-working spaces can stimulate the soft aspect of entrepreneurship (e.g., collaboration, interaction and networking) that	This is in direct relation to the topic of study Same can be further researched with respect to Indian context (especially after 2020 downturn). On a wider level, A proper research is needed to determine which coworking space elements support Indian Start-up

		support the activities of their members in South Wales.	culture and what inspires startups to choose coworking spaces
7	**Spaces for Creative and entrepreneurial activities? Coworking spaces in the entrepreneurial landscape of an economically challenged region of USA, Europe, UK, South Wales. (Anita Fuzi 2016)**	Researcher explores whether coworking is an effective model for increasing creative and entrepreneurial activities in an economically challenged region, using South Wales as a reference region and suggested that replicating existing models that work elsewhere is usually not possible as every community and its wider socio-economic context in which people do business is different. Moreover, the results also suggested that creative and entrepreneurial activities in the context of an economically challenged region can only be maximized through the combination of the three factors (i.e., the skills of its people; the physical environment; and the social (cultural) environment).	A research is thus required to find out if coworking spaces in India actually help Startups (Creative Entrepreneurs) to grow and survive or not. And also, to Analyze which coworking space elements (key values) support Indian Start-up culture and what inspires startups to choose coworking spaces.
8	**Disciplined Entrepreneurship (Bill Aulet 2013)**	This review suggests that entrepreneurship can be taught by a disciplined step-by-step approach to creating a new venture. People can adapt and learn new behaviors, and entrepreneurship therefore can be broken down into discrete behaviors and processes that can be taught. A major contributor to this virtuous cycle is the social herding mentality (Networking). As the students are learning and working on entrepreneurship, they are also collaborating with fellow students. They talk about their work when they are in social situations, and they naturally start to push one another with subtle or not-so-subtle competitiveness. Not only do they learn from one another, but that learning becomes part of their individual and group identity.	Thus, A proper research is required to know if the networking opportunities provided by coworking spaces benefit the Startups or not. Also, do Startups that use conventional spaces get networking opportunities as much as Startups in coworking spaces?
9	**Assessing the intervention effectiveness of business incubation programs on new business start-ups (Hg D Sherman 1999)**	This article examines the effectiveness of business incubation programs on helping Start-up businesses to survive and grow and illustrates that incubators are ineffective if they remain isolated agents in the process of stimulating entrepreneurship.	A proper research is needed to identify incubators who are working with coworking spaces (e.g., CIBA Centre for Incubation & business Acceleration) and thus can successfully assist the startups to identify such Incubators and join them for growth.
10	New Space for the future of work: Co-working in India (Sabrina Korreck 2020)	This review article finds that the contribution of coworking in office leasing segment is estimated to increase to around 18 percent of the total workspaces in India. The report adds that the potential market size for coworking across India is projected to be 15.5 million, including 1.54 million freelancers, 0.1 million startups, 1.54 million SMEs, and 10.3 million enterprises. However, the nascent segment	Thus, a research is required to know what is stimulating the growth of coworking spaces. Is it demand from Startups or SMEs or Corporates or coworking is independent of the size of its customer?

		took a huge blow amidst the pandemic and in the time of social distancing.	
11	**The role of Innovation Hubs taking start-ups from idea to business. The case of Nairobi, Kenya (Natalie Chirchietti 2017)**	This Research paper summarizes current developments & highlights to what extent the support offered by the Hubs (Incubators) is tackling the challenges faced by start-ups in Nairobi, Kenya and the findings reveal that the role of Innovation Hubs taking start-ups from idea to business is not satisfactory.	Thus, a research is required to identify the stimulus provided by coworking spaces that helps the Startups to grow and what does not affect the growth of the startups w.r.t Indian Context.
12	Exploring the factors of startup success and growth (James Okrah, Alexander Nepp, Ebenezer Agbozo 2018)	In this Research paper, researchers have considered Innovation (R&D) and Financing as dependent variable, and factors like Government policies, Internal market openness, internal market dynamic as independent variables with GDP per capita and employment as controlled variables. According to their analysis, turnover, internal Market (openness Foreign investments) and government policies (sound economic policies, good trade practices, knowledge sharing and good environment for business) highly influence the financing of startups.	This is in direct relation to the research topic. It identifies a number of factors of startup growth that should be considered when researching.
13	The complete quantitative guide to judging your Startup (2014) (Techchrunch.com)	In this Article, Author considered following Quantitative measures to judge a startup performance – Monthly Revenue growth, Revenue run rate, Cohort Analysis and Churn, Average Wallet Size, Funding received, Expansion in different markets.	This is in direct relation to the research topic. It identifies a number of factors of startup growth that should be considered when researching.
14	**Systematic Literature Review of Critical Success factors of Information technology Startups** (José Santisteban, David Mauricio 2017)	In this Article, the author had identified 21 critical success factors of IT Startups and grouped them into three categories (organizational, individual and external) and 4 stages of development through which a Startup passes (seed, early, growth and expansion) Their study also pointing that initial financing covered is a good start but there are other factors that need to be mentioned that are even more important than financing. And they also noticed that the role of the government is not enough, although nowadays government of different countries have developed mechanisms and support programs that promote formalization and training of new entrepreneurs. And identifies that there is a positive connection between alliances (partner, clustering) and the success of the startup. This is in direct relation to the topic of study.	It identifies the factors of growth for Startups that should be considered when researching. Their work actually motivates the research project to understand how well do Startups and Co-working Spaces go together in order to provide a right (unique) environment for unique (Indian Start-ups). The article clearly says that Government initiatives are not enough. Does this mean that an ecosystem as provided by Coworking spaces is required for growth of startups? This can be identified by this research.

15	A Study of Business Incubation Environment Influencers impacting performance of incubatee Ventures (A Balachandran 2017)	In this Research paper, Researcher found that Customer acceptance and performance of the firm in the market place are the clear indicators of success of a start-up venture. All other goals are subservient and help the start-up to achieve customer acceptance. In order to make an incubatee firm successful, "Business incubators" should consider providing "Access to market" support as a key and mandatory service in	This study states that Incubator systems fail to provide an access to market for the startups. Hence, a proper research is required to identify that if coworking space can give an "access to market" facility to startups and assist them to grow or not.

		addition to their other standard service offerings. This, in addition to them other basic and value-added service offerings such as mentoring and funding would greatly influence the incubation outcomes. Since the success of incubatee firms would eventually portray the success of incubation programs, it would help to enhance the relevance of incubation programs. In order to strengthen the "Access to market" support, incubators should consider building strong alliances with industry either on their own or as a cluster of incubators focusing in certain thrust areas. This would help them play the role of innovation intermediaries and helps them to transform into OI hubs. While this new role would augment their access to market support, it would also bring in newer skills in "Technology management "domain. Such skills would eventually enhance incubator revenue streams. Hence, apart from ensuring success of incubatee ventures, BIs would become sustainable and profitable entities too. This situation is helpful to increase the reputation of the incubators and thereby to attract the next set of incubatees. There is an imminent need for the stakeholders of BI movement to recognize this new opportunity and provide appropriate support and concludes that Innovation breaks status quo and brings in development. Entrepreneurs take these developments to the market. Incubators operating at the intersection of innovation and entrepreneurship need to be innovative and have to adapt to changes	
16	**Networked Incubators Hothouses of the New Economy (Morten T. Hansen, Henry W. Chesbrough, Nitin Nohria, and Donald N. Sull** 2000)	This paper attempts to investigate whether incubators are truly a valuable and enduring way of bringing start-ups to fruition? And found that "**networked incubators**" are more successful than the others. Networked incubators (Coworking Spaces) foster partnerships among start-up teams and other successful Internet-oriented firms, thus facilitating the flow of knowledge and talent across companies and the forging of marketing and technology relationships between them. With the help of such an incubator, start -ups can network to obtain resources and partner with others quickly, allowing them to establish themselves in the marketplace ahead of competitors.	Thus, a research is required to know how Coworking spaces are facilitating the networking opportunities for Startups and assisting them to identify resources and partners.
17	**Coworking in the city (Janet Merkel 2015)**	The study focused on the question how coworking hosts facilitate collective work. The empirical research illustrates, co-workers frequently just **work alone together** without much interaction, mutual support or community orientation, which gives coworking hosts a special role in translating the coworking values into the space and in facilitating team play.	This is in direct relation to the topic of the research and adds on to the article no. 19. Thus, this article recommends to conduct a research to identify how coworking spaces assist

			startups to find network partners.
18	**Co-working space Business Model for entrepreneurs and Knowledge Workers (Mathias Schuermann 2013)**	This study expands the understanding about how Co-working Spaces provide a fertile breeding ground for tender Startups by meeting the demands of society and the economy for flexible, cost-effective and networked working models and provide a wide range of compatible and novel solutions. Coworking Spaces are the site of a new generation of **Plug 'n Play Workers** and **have the potential to change the economy to accelerate the path to self-employment for young entrepreneurs** and thus help Start-ups to grow by providing them the right kind of environment with a customized work model.	This book is written to explain how unique features of Co-working space support Knowledge workers by opening up opportunities for partnerships, networking and mutual support within the wider community (purely on the basis of mere observations and experiences) which can be further examined by proper research. Thus, a research is required to understand how coworking spaces help mobile workers of large corporates in media, insurance and banking industries. (e.g., Hot Desk, Virtual offices).
19	**Start-Up India, Stand-Up India: India Turning into a Start-Up Hub by Prospering Entrepreneurial Culture (Deepak Kumar Adhana 2016)**	This study had taken up to secondary study on an overview of start-up culture in India and discussed about the various reasons of growing start-ups and importance of Government of India's initiatives towards making India "a start-up nation" and according to him it is critical to provide startups a right kind of environment that promotes the growth and acceleration.	Hence, a proper Research is needed to observe and identify what are the factors of a right environment for growth of the startups and how well Do Startups and Co-working Spaces go together in order to provide a right (unique) environment for unique (Indian Start-ups)
20	**Working Alone, together: Co-working as Emergent Collaborative Activity (Clay Spinuzzi 2012)**	In this Article, Author mentioned that as cities become more porous and workers become more mobile, we can expect coworking and variations to multiply. We can conceive coworking as people working in the peripheries of each other's activities—**working alone together**. Which means motivation to work together as "good neighbors" and "good partners" i.e., Good neighbors work alone, focusing on their own tasks, politely alongside others; good partners actively foster the trust required that can lead to formal work collaborations.	This study, both correlates and contradicts with Study number 8 & 19 above. Thus, a study is required as it will give more clarity on the work environment required for Startups, corporates and SMEs whether it should be private or should it be candid; should it be formal or informal. Also as mentioned, a research is required to understand how coworking spaces help

			mobile workers of large corporates in media, insurance and banking industries.
21	**Finding a home for the 'Digital nomad'- New forms of identity and work in relation to mobile media and public space (Michelle O'Brien 2012)**	In his thesis, Researcher mentioned that Increased use of mobile media devices in public spaces has disrupted social 'flow' by dramatically revising behaviors, rituals and communications patterns. As these 'techno-spaces' evolve, the line also blurs between mobile media use for work and recreation, leading to an increase of 'digital nomads' claiming public spaces for mobile media-based work purposes. This jeopardizes society's 'third place (coffee shops)'. And the paper also attempts to suggest that the co-working space fills this gap by offering a physical manifestation of the 'techno space' that facilitates greater public engagement and social interaction, while also allowing reclamation of the sacred 'third space' which can be further researched upon.	A proper study is therefore required to focus and identify the problems of such "mobile techies" working in Indian conventional Vs Coworking set up and also, to identify how coworking spaces are supporting such mobile workers, who are usually a startup freelancer, to grow.
22	**Incubators: Tool for Entrepreneurship? (Rudy Aernoudt 2004)**	"Explained about various types of incubators at entire Europe (including Germany, Australia, South of Europe, Italy, France, Spain, Portugal) and suggested that incubators and business angel networks are a tool for bridging the entrepreneurial gap and can contribute to the development of a virtuous circle for the (regional) economy in which they are embedded. "According to Rudy Aernoudt, Incubators are meant to bridge the entrepreneurial gap, even Incubators face huge problems in order to assure their own financing in a sustainable way.	As attaining sustenance for an incubator may be a difficult task. A proper research can further be done with reference to Co-working space as they provide key value proposition. And these value propositions can be implemented for Incubators which might assist Incubators to develop facilities like Co-working spaces.
23	**Entrepreneurial transformations in the Swedish university system: the case of Chalmers university of technology (Jacob, M., Lundqvist, M. and Hellsmark, H. 2003)**	This study revealed that any initiative that wants to support entrepreneurs in setting-up innovative companies should embed in a larger national innovation system, which aims at the same. According to them, stimulating entrepreneurship at universities stays ineffective because of funding scarcity which makes it very difficult for the system to be agile enough to achieve the goals, if the university public grants are solely based on research output as a main determinant.	Thus, a proper study shall explore how Co-working spaces assist to promote fund raising and venture capital activities to Indian startups and how startups survive in coworking spaces during economic downturns.
24	**Nurturing and growing innovative start-ups: the role of policy as integrator (Bart Clarysse and Johan Bruneel 2007)**	This paper conducts in-depth study of three approaches to nurture and grow innovative start-ups. Each of these initiatives embeds in a very different national innovation system and compares it in terms of financing, networking and coaching support, along the different stages of the start-up's life cycle and tried to detect the success factors through a	This research paper encourages further to study as how these three pillars i.e., financing, networking and coaching support if available at coworking

		benchmarking of the three models to formulate policy recommendations as they believe that governments could play a vital role in the survival/ establishment of Startups	spaces can boost the growth of startups.
25	**Alvin Toffler et al. Back (in his book The Third Wave, 1979)**	In his book, Author coined the concept of the **'electronic cottage's; "**Put the computer in people's homes, and they no longer need to huddle," he argued; "white-collar work ... will not require 100 percent of the work force to be concentrated in the workshop" (p. 199). Rather, they could create, analyze, and transform texts in the comfort of their own homes. meaning that people, particularly those engaged in 'knowledge work', in the future, would no longer need a 'huddle' (office space), as they would be less bound to a traditional workplace. Technology would increasingly make working from home and other remote locations possible.	Thus, a proper research is needed as it will concentrate on startups operating from conventional spaces (Home and offices) and compare their growth, progress and efficiency compared to Startups operating from coworking spaces.
26	**Home Truths: The True Value of Home-based businesses (Prof Colin Mason and Dr. Darja Reuschke 2015)**	This report demonstrates the economic significance of home-based businesses to the Scottish economy and recommended that local authorities in urban areas should work with other public bodies and providers to ensure an increase the supporting infrastructure for home-based businesses in the form of serviced offices, co-working space and maker space to provide them with space and equipment that is unavailable in the home and to facilitate collaborative working	This research paper mirrors the situation that has motivated the research "on deciding what's best for startups? Co-working spaces/Conventional spaces (home based businesses)" in Indian context.
27	**The Portable MBA in Entrepreneurship (William D. Bygrave, DBA and Andrew Zacharakis 1997)**	The Author of this book gave definition of entrepreneur as **an entrepreneurial is a person who perceives an opportunity and creates an organization to pursue it.** According to author this is a book for would-be entrepreneurs, people who have started small firms and who want to improve their entrepreneurial skills, and others who are interested in entrepreneurship. And suggested that a start-up must Start out in an incubator that not only offers low-cost shelter and services but one of the biggest benefits provided by incubators is the support and counsel provided by a network of business assistant professionals.	This research paper contradicts the above research paper # 9 and forces to think that what do Indian Startups prefer, a coworking or an incubator facility? Especially when Coworking spaces are starting their own Incubation programs. Example:1: JUMPSTART -Incubation program for Startups in India by WeWork Lab. A proper research is needed to determine which coworking space elements support Indian Start-up culture and what inspires startups to choose coworking spaces. Example:2: 91 Springboard partners with Google for their Google for Startups initiative 'Google for Start-ups'

28	KNIGHT FRANK RESEARCH (2020) *MMR OFFICE MARKET*, INDIA: KNIGHT FRANK	As per the recent Research Report released in Jan 2021 which mentions that although the overall office space transactions have reduced, the Co-working players have been occupying spaces in different cities including Mumbai MMR region. Co-working office space transactions in the year 2020 are at 18% of overall office space transaction compared to 7% in the year 2019.	The Co-working spaces have also been expanding their reach to different markets and occupying more real estate space despite the fact that work from home has become a present norm. Not only they have expanded, some Co-working spaces have also secured a good round of funding from investors (E.g.: Inspire raised $4 million funding in Jan 2021). This means that the Co-working industry players are bullish and investors too agree with them. Thus, a research is required to identify the factors affecting the growth of Coworking spaces in India (especially after downturn 2020)
29	**A grammar of creative workplaces (Alison Williams 2013)**	This study identifies and codifies the three key factors i.e., the physical environment, skills of its people and the social (cultural) environment that are reported to actively stimulate (enhance) and sustain creativity in the workplace.	This is in direct relation to the topic of study. This raises many questions about what are the most unique Indian Co-working space elements (w.r.t. Social or Community) that supports the Startup culture in Indian context and how coworking spaces enhance and sustain the creativity of Startups in them workplace?
30	**'Co-working startup Inspire Co-Spaces raises $4 million in seed funding', The Economics Times -29 Jan 2021**	Co-working and flexible office space provider, Inspire Co-Spaces, raised $4 million in seed funding from angel investor Ashish Chandna. Inspire Co-Spaces has office spaces in Mumbai Metropolitan Region's key micro markets of Andheri, Goregaon, Navi Mumbai and Thane.	This article along with #28 Knight Frank Research Report leads to think that Co-working spaces are securing a good round of funding from investors. Does this mean that the Co-working industry players as well as their investors are positive about the growth of this industry even after the economic downturn (2020) and why? Are Startups

			adding to the demand of these coworking spaces?

3] RATIONALE OF THE STUDY:

RESEARACH GAPS IDENTIFIED AS ABOVE:

From the above-mentioned studies, articles and reviews we can understand that there is a definitive research required to identify the practical challenges faced by Startups in today's scenario. There are some startups that not only survive but also grow at a fast pace. We need a research to understand the factors affecting the growth of these Startups. In addition to that, it has been observed that there are Startups that are not getting sufficient facilities in the Incubation centers and thus, coworking spaces are becoming more attractive. We need a research to identify the facilities and support that is being offered directly or indirectly by these coworking spaces to help the startups reach their goal.

Coworking spaces are also growing in India as per Knight Frank's report. We need a definitive research to identify the factors affecting the growth of these coworking spaces and how Startups are adding to the demand of these coworking spaces.

Thus, we need a definitive research to identify the relation between the growth of Startups vis-à-vis the growth of Coworking spaces. Are these two entities co-related? Or are they independent of each other?

This research will also identify the right kind of coworking spaces that any Startup organization should look for its survival or partnership.

The chances of success of a Startups may increase with right kind of coworking spaces and future of Coworking industry will be bigger than a conventional office space market once they aim for growth of startups.

Our Government can also then support and focus on developing such Coworking space facility that acts as a catalyst to growth of the startups in India.

Also, the aim for this research proposal is to get advance understanding of how Co-working spaces can support the creative and entrepreneurial activities of their member businesses (startups) in Mumbai, Navi Mumbai and Thane. We will compare it with startups in conventional spaces and try to understand if government / policy-makers can use coworking as key concept or platform to motivate and uplift startups. In particular, this proposal aims to provide an in-depth insight into how Co-working spaces currently work, and how they should be designed to maximize entrepreneurial activities in Mumbai, Navi-Mumbai and Thane region.

The studies, articles and reviews mentioned above has not focused realistically on how coworking spaces can or will benefit the existence and ecosystem of startups and vis-a-verse.

Therefore, the title of the study has been framed as follows:

"A Study of Startups at Coworking spaces with special reference to Mumbai, Navi Mumbai and Thane region"

There has been no research conducted on said subject and since startups and coworking are the industries coming up at a very fast pace such research is needed especially after economic downturn 2020 and will be beneficial to both startups and coworking. The insights of the research would open up new areas of Development and Improvement for startups and coworking.

4] OBJECTIVE OF THE PROPOSED AREA OF RESEARCH:

The present research proposal will address the gap in current knowledge by exploring whether Co-working is an effective model for increasing Creative and Entrepreneurial Activities of their member businesses (with special reference to tech startups) in Mumbai, Navi Mumbai and Thane region in order to achieve this overall aim, the following two research questions are set:

1. To study how startups benefits from coworking spaces.
2. Is Co-working an effective model for increasing creative and entrepreneurial activities in **Mumbai, Navi Mumbai and Thane region**.

The key objectives of the research are:

1. To know how Co-working spaces are supporting, accelerating and boosting the growth of startups.
2. To analyze the adoption of Co-working spaces by corporate, SMEs and Start-ups.
3. To identify the conditions, challenges and opportunities faced by Start-ups at Co-working and Conventional office spaces.
4. To develop the strategies for overcoming the identified challenges for the Start-ups and Co-working spaces.

5] CONCEPTUAL FRAMEWORK:

The term Co-working reflects the activities carried out in a Shared, Rentable, Community-Oriented Environments where the Interplay between the Physical Environment, the Member Community and the Facilitated Social Environment are important elements in supporting Creativity, Productivity, Well-being, Network growth, Knowledge sharing, and Business Development (i.e., Entrepreneurial Activities of Startup). Therefore, we considered three factors of Coworking spaces that can influence the Entrepreneurial Activities.

(i) **PHYSICAL SPACE:(The Place itself)**

Is Physical Space designed a way that stimulate, encourage, inspires and supports well-being? (As People need to feel comfortable enough to work i.e., right environment – design, layout, and suitable affordances)

Key elements for Questionnaire:

- Offered Community Space (Shared Area, Collaborative / Break-out areas), Private areas (Workspace).
- Infrastructure (Internet, Office equipment, AV system).
- Geographical Proximity (at a desired location, Access to multiple locations).
- Space Flexibility (For Expansion as well as Contraction of team, and Personalization or Modification Support).
- Rental Cost (Affordable price).

(ii) **COMMUNITY/SOCIAL ENVIRONMENT (The Resident)**

Is workplace providing the Physical and mental framework that enables social practices to enhance Entrepreneurial activities?

(All the people who join a Co-working space have to feel an intrinsic need for working alongside other Like- Minded people)

Key elements for Questionnaire:

- Like-Minded Professionals
- Mutual Social Interest, Support and productive atmosphere
- Trust Based Environment
- Knowledge Sharing
- Willingness to Collaborate

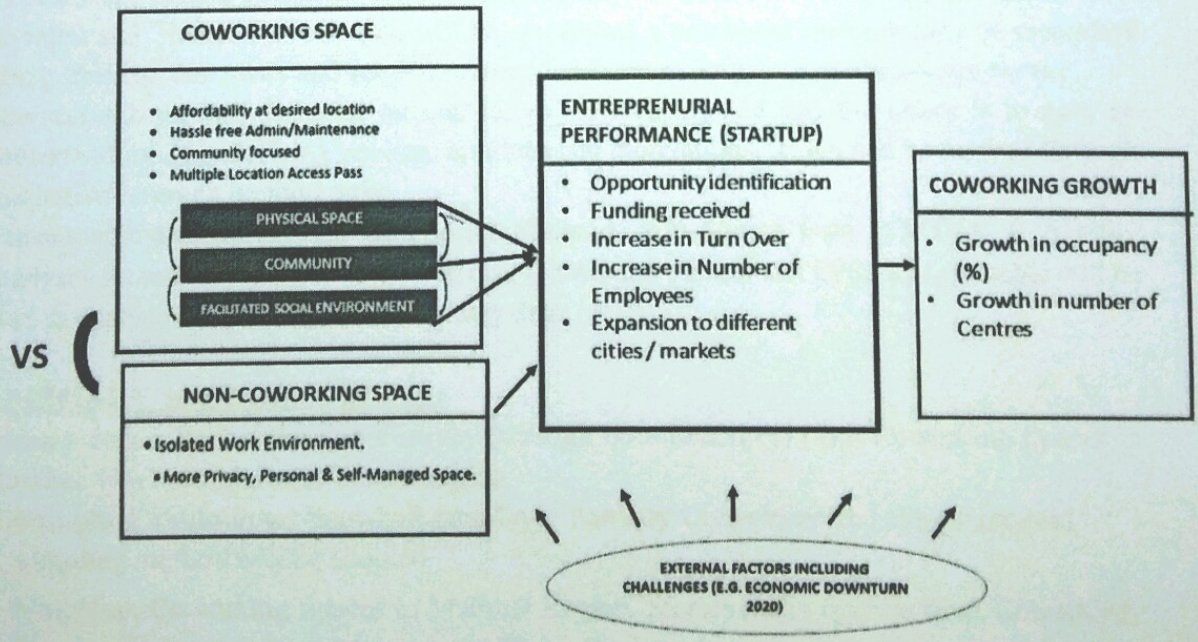
(iii) **FACILITATED SOCIAL ENVIRONMENT (The way place is run)**
(Instead of forcing Collaboration, Hosts create Trust-based Environments that enable Interaction and Serendipitous encounters, leading to the opening up of New Opportunities)

Key elements for Questionnaire:

- Engagement (Facilitation for creating connections between members)
- Tools to maintain Social Cohesion (Tailor Made Programs / Workshops /Events for Mentoring, Encouragement, Coaching, Networking Activities, Funding)
- Support Services (Accounting, Administration, Housekeeping & Security, etc.)

The above will then be compared with entrepreneurial activities of Startups in non-coworking spaces i.e., startups who operate from conventional office space, home, coffee shops and otherpossible non-coworking spaces. Hence, the research will attempt to understand how Co-working spaces will benefit Startups Visa-versa.

For the purpose of this study, Qualitative and Quantitative methods will be used to ensure the phenomenon being studied is considered from multiple perspectives i.e., Co-working space providers, Co-workers (Members) and Non-Co-workers (Potential Members/Non-Users).



6] HYPOTHESIS OF THE STUDY:

Hypothesis 1

Null Hypothesis ($H1_0$): Growth of Startups is independent of Co-working spaces.

Alternative Hypothesis ($H1_A$): Growth of Startups is dependent of Co-working spaces.

Hypothesis 2

Null Hypothesis ($H2_0$): Co-working spaces do not support the entrepreneurial activities in Startups.

Alternative Hypothesis ($H2_A$): Co-working spaces support the entrepreneurial activities in Startups.

Hypothesis 2

Null Hypothesis ($H2_0$): The Adaptation of Co-working doesn't differ significantlyacross the Corporate, SMEs and Start-ups.

Alternative Hypothesis ($H2_A$): The Adaptation of Co-working differs significantlyacross the Corporate, SMEs and Start-ups.

Hypothesis 3

Null Hypothesis ($H3_0$): There are no challenges faced by Startups in Coworking Spaces.

Alternative Hypothesis ($H3_A$): There are significant challenges faced by Startups inCoworking Spaces.

7] RESEARCH METHODOLOGY:

Collection of data is one of the important steps in a research process. For the research work, Primary as well as Secondary Data will be used for Data-Collection. As this research **is Exploratory Mixed Method research,** target group is Starts-ups belonging to Mumbai, Navi Mumbai and Thane. The research will be employing a combined methodology of secondary data gathering, site visits and semi-structured interviews along with questionnaire survey.

The research method is based on qualitative research method and the intent is to gain an understanding of underlying reasons, opinions and motivations, which can be derived through qualitative research method only.

Various statistical tests (like Descriptive Statistics, Chi-Square tests, ANOVA, Reliability Analysis, Factor Analysis, Correlation) through Advance Excel and SPSS as applicable will be used to analyze the primary and secondary data.

i. PRIMARY SOURCE OF DATA:

Primary data collected through a survey (through questionnaires) from Coworking Spaces in Mumbai, Navi Mumbai and Thane Region.

- **Sampling Technique:** Snowball sampling / Partially Convenient and simple random sampling method will be adopted.
- **Universe:** Coworking Spaces in Mumbai Region. Startups who operate from Coworking Spaces of Mumbai, Navi-Mumbai and Thane Region.

- **Sampling Unit:** Sampling will be limited to Coworking Spaces in Mumbai, Navi Mumbai and Thane Region.
- **Sample Size:** 15 Coworking Spaces and 4 Start-up clients at each centre.
  60 Non-Coworking Startups.

ii. SECONDARY SOURCE OF DATA:

The required secondary data was collected from published and unpublished material, Books, Journals and E-Resources form the world's biggest library i.e., Internet.

8] SCOPE OF THE STUDY:

This Study will provide ground level reality check of Cooperative relation and Mutual benefits of Start-ups at Co-working spaces in Indian context after 2020 downturn with **special reference to Mumbai Navi-Mumbai and Thane region** only, which can be a very effective tool for the government to reach Start-ups. As this study will suggest new remedial measures to solve the problems of start-up industry with respect to Coworking and ensure its development. Therefore, this study will give future impact on relationship between Start-Ups and Coworking located across India.

9] LIMITATIONS OF THE STUDY:

The present study has the following limitations:

- We will be conducting research only with specific coworking spaces located in Mumbai, Navi-Mumbai and Thane region. (as of now)
- Limited number of respondents as we are dealing with start-ups.

10] CHAPTERISATION SCHEME:

The Chapter Scheme for the proposed research work will be as follows:

1. Abstract
2. Introduction: -
    a) Overview of the Startup Ecosystem in India.
    b) An Overview of Work trends (Home based Entrepreneurs /Conventional spaces/Co-workers/Rise in Independent Mobile workers -New generation in focus)
    c)Theoretical background review of startups, Conventional spaces and Co-working spaces)-Definition, Characteristics, Development and current situation in Mumbai, Navi-Mumbai and thane, Limitations and challenges.
    d) Contextual factor that shapes and support Entrepreneur activities.
    e) Policy Context of Economic Development and Entrepreneurship in Mumbai, Navi-Mumbai and thane.
    f) The Coworking organization: Variations and Practices in Mumbai, Navi-Mumbai and thane.
    g) 'Startups in Coworking' and 'Startups in Conventional spaces' Experience in the Mumbai, Navi-Mumbai and Thane Region – A Contrast.
3. Significance of the Study
4. Objectives of the Study.
5. Literature Review.
6. Statement of Problems.
7. Statement of Hypothesis.
8. Research Methodology.
    a) Research design
    b) Sources of Data.
    c) Sampling Techniques.
    d) Limitations of Research.
9. Analysis of Data
10. Conclusions.
11. Scope of Future Research
12. References
13. List of Tables.
14. List of Figures.
15. List of Publications.

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Tentative Interview questions (coworking space provider)

1.How would you define coworking?
2.What was your purpose when you opened your space? (Building community/business venture/network opportunity etc)
3. In your opinion, what are the minimum conditions for productive coworking?
4. In your opinion, what are the key components of a successful coworking space?
5. Do you think your coworking space is successful?
6. What are some critical changes that could help coworking spaces for coworkers?
7. Do you decide who can work in your space (selection by personality, field of work) or is your space self-organised by the core community?
8.Out of your clients (Co-workers), How many percentage Clients are Startups, SME's and Corporates.
9. Do you help the coworkers in networking by organising cultural/social/practical events/Fund raising events?
10. What challenges do you think your space will face over the next 6 months to a year? Over the next 5 years?

Tentative Interview questions (co-worker)

1.Tell us a bit about your company?

- Size
- No of employees
- No of branches
- Etc

2.What is the nature of the company and the industry?

- Creative
- Service
- Sales
- Offshore
- Etc

Or

. 2.Which sector do you belong to?

□ Information and communication (e.g. telecommunication, information technology activities, publishing activities)
□ Professional, scientific and technical activities (e.g. legal, accounting, architectural, engineering, advertising, market research, management activities)
□ Administrative and support service activities (e.g. tourism, travel/tour operator activities, leasing activities, business and office support)
□ Financial and insurance activities (e.g. trusts, funds, fund management activities)
□ Arts, entertainment and recreation (e.g. photography, music, cultural activities)
□ Other: _____

3.Number of hours you work on an average per week. Nature of your work, your department, etc.
4.What was the most important thing you were looking for when looking for an office space?

- Location
- Value for money
- Facilities
- Environment
- Any other

5.What are the main reasons you decided on XYZ(CWS)? Please elaborate.
6.For how long have you been located in XYZ(CWS)? How long do you intend to be here?
7.How beneficial has working in a XYZ(CWS) office been for you/your company? Does your company have any other offices in Mumbai or elsewhere in India? If yes, tell us a bit about those offices (Co working, rented, or owned, location, etc).

8.Which of the following best describes your occupation?

□ Journalist/Publicist/Writer
□ Photographer
□ Audio engineer
□ Software developer/designer
□ Web-developer/designer
□ Graphic-designer
□ Fashion designer
□ Architect/Town planner
□ Legal adviser
□ Financial adviser/consultant
□ Accountant

- ◻ Management/Business consultant/adviser
- ◻ Marketing/PR adviser
- ◻ Media/Digital media consultant
- ◻ Market analyst
- ◻ Applied scientist (applied engineering, physics, mathematics, electronics, energy technology, biotechnology, medical technology, etc.)
- ◻ Musician/Actor/Entertainer/Art officer
- ◻ Crafts (e.g. furniture maker, music instrument maker)
- ◻ Other: _____

9. How would you describe your professional activity?
- ◻ Entrepreneur (i.e. mainly working on your own business)
- ◻ Freelancer (i.e. mainly working on bespoke projects)
- ◻ Employee of a company with 5 employees or less
- ◻ Employee of a company with 6 to 99 employees
- ◻ Employee of a company with 100 employees or more
- ◻ Other: _____

10. Why did you choose working in a coworking space (you can choose more than one option)?
- ◻ I did not have my own office
- ◻ Coworking gives a cheap solution for everyday business
- ◻ Being tired of isolation at home
- ◻ Home working had a negative effect on my personal life
- ◻ Coffee shops are too noisy
- ◻ I was not productive in other places
- ◻ I wanted to expand my social/business network
- ◻ Interacting with likeminded people
- ◻ To be in a more creative environment
- ◻ Other: _____

11. Why did you decide to work at this coworking space? (you can choose more than one option)
- ◻ A social or enjoyable atmosphere
- ◻ It is a community
- ◻ Interaction with others
- ◻ Good office infrastructure (internet, desk, etc.)
- ◻ Knowledge-sharing
- ◻ Good value for money
- ◻ A close distance to my home
- ◻ Random discoveries and opportunities
- ◻ Flexible work times
- ◻ Interdisciplinary work
- ◻ An easy-to-change workplace
- ◻ Good transport connections
- ◻ My company/client pays for it
- ◻ Possibilities to work in groups
- ◻ Other: _____

Which of these is the most important? _____

12.What adjectives would you use to describe coworking? (you can choose more than one option)

- ◻ Friendly
- ◻ Boring
- ◻ Fun
- ◻ Noisy
- ◻ Creative
- ◻ Restricted
- ◻ Productive
- ◻ Un-flexible
- ◻ Inspiring
- ◻ Closed
- ◻ Collaborative
- ◻ Demotivating
- ◻ Supportive
- ◻ Open
- ◻ Crowded
- ◻ Other: _____

13. How often do you use the space?

- ◻ Occasionally - less than one day each week
- ◻ One day a week
- ◻ A couple of days a week
- ◻ Most days each week
- ◻ Other: _____

14. How many events hosted by the coworking space did you attend during the last 3 months?

- ◻ None
- ◻ 1-2
- ◻ 3-4
- ◻ 5-6
- ◻ 7 or more

15. What kind of events are you currently attending at your coworking space? (you can choose more than one option)

- ◻ Networking events
- ◻ Workshops
- ◻ Presentations/information sessions
- ◻ Social programs
- ◻ Fund raising
- ◻ Other: _____

16. How important are the followings on a scale 1 to 10?

Overall design

Not Important Extremely Important

Meeting facilities

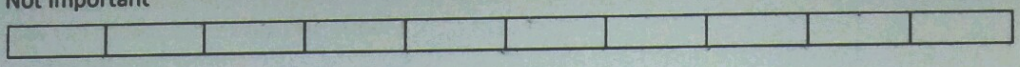
Not Important Extremely Important

Events:

Not Important Extremely Important

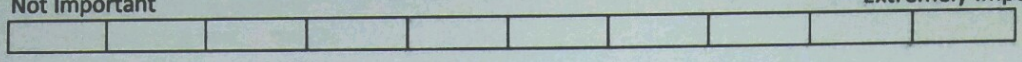
Interaction with other members:

Not Important — Extremely Important



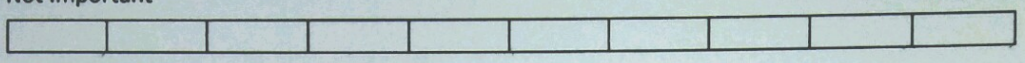
Community:

Not Important — Extremely Important



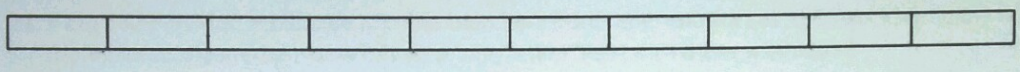
Opportunity to network:

Not Important — Extremely Important



Atmosphere:

Not Important — Extremely Important



17. Which of the following interactions with fellow coworkers do you have? (you can choose more than one option)
    - ☐ Casual small talk
    - ☐ Enjoying others' company
    - ☐ Sharing knowledge and advice
    - ☐ Sharing contacts
    - ☐ Moral support
    - ☐ Brainstorming and sharing new ideas
    - ☐ Feedback
    - ☐ Sharing opportunities for new jobs and projects
    - ☐ Quick help from fellow co-workers
    - ☐ Common meals
    - ☐ Working on common projects
    - ☐ Working on/in a common company
    - ☐ Other: _____

Which of these is the most important?

_____

18. How many new and helpful contacts did you make during the last three months?
    - ☐ None
    - ☐ 1-2
    - ☐ 3-4
    - ☐ 5-6
    - ☐ 7 or more

19. Have you ever started a new project with other coworkers you met in your space?
    - ☐ Yes ☐ No ☐ No

_____

20. Have you/your business introduced any of the following as a direct result of you using coworking space? (you can choose more than one option)

- □ Increased income
- □ Decreased management/maintenance costs
- □ Tax benefits
- □ Better funding options
- □ Introducing new products
- □ Introducing new services
- □ New distribution/business opportunities/marketing
- □ Other: _____

Which of these is the most important?

_____

21. Have you provided assistance to other members from other companies at Coworking space with your professional knowledge? How has your interaction been with those members?

22. Since you joined the coworking space, how have your company's sales, revenue and no of employees, changed?

Company's Sales
□ Increased □ No change □ decreased

Company's Revenue
□ Increased □ No change □ decreased

No of employees
□ Increased □ No change □ decreased

No of Seats in this Coworking space
□ Increased □ No change □ decreased

No of Seats in other Coworking space
□ Increased □ No change □ decreased

23. Since you joined the coworking space, how have your funding, motivation and productivity changed?

Funding received:
Much Worse Much Better

Your motivation:
Much Worse Much Better

Your productivity:
Much Worse Much Better

24. Since you joined the co-working space, how much has your network grown?

Not at all Very Significantly

25. How satisfied are you with the atmosphere and the workplace design?

Extremely Dissatisfied Extremely Satisfied

26. Do you have the permission to modify the design of your own space?

□ Yes □No □ No

27. Would you be interested in modifying the design of your own space?

□ Yes □No □

28. What do you think is currently missing/what could be changed to improve the coworking experience? (you can choose more than one option)

.

□ More space for privacy/self-reflection
□ More meeting space (with clients)
□ More space for collaboration (with coworkers)
□ More spaces for play and/or socialising
□ Other: _____

29. How long will you stay at your coworking space?

□ I'm not planning to leave
□ A minimum of a year
□ A minimum of three months
□ Only this month
□ Only this week
□ Only today
□ I don't know

30. Will you be expanding your team (Company) in this Coworking space. How soon will you expect to expand?

Informal question:

31.What are the main advantages/disadvantages of the space that you currently use?

32.In your opinion, what kind of changes could help your startup in your current coworking space?

Tentative Location independent (conventional) and home-based business questionnaire:

1. Please name the place where you currently operate (i.e. home, shared office, Starbucks, etc.): _____
2. Please give us the link of your (company) website: _____

3. Which sector do you belong to?
   - ◻ Information and communication (e.g. telecommunication, information technology activities, publishing activities)
   - ◻ Financial and insurance activities (e.g. trusts, funds, fund management activities)
   - ◻ Professional, scientific and technical activities (e.g. legal, accounting, architectural, engineering, advertising, market research, management activities)
   - ◻ Administrative and support service activities (e.g. tourism, travel/tour operator activities, leasing activities, business and office support
   - ◻ Arts, entertainment and recreation (e.g. photography, music, cultural activities)
   - ◻ Other: _____

4. Which of the followings best describes your occupation?
   - ◻ Journalist/Publicist/Writer
   - ◻ Photographer
   - ◻ Audio engineer
   - ◻ Software developer/designer
   - ◻ Web-developer/designer
   - ◻ Graphic-designer
   - ◻ Fashion designer
   - ◻ Architect/Town planner
   - ◻ Legal adviser
   - ◻ Financial adviser/consultant
   - ◻ Accountant
   - ◻ Management/Business consultant/adviser
   - ◻ Marketing/PR adviser
   - ◻ Media/Digital media consultant
   - ◻ Market analyst
   - ◻ Applied scientist (applied engineering, physics, mathematics, electronics, energy technology, biotechnology, medical technology, etc.)
   - ◻ Musician/Actor/Entertainer/Art officer
   - ◻ Crafts (e.g. furniture maker, music instrument maker)
   - ◻ Other: _____

5. Which of the followings best describes your professional activity?
   - ◻ Home-based entrepreneur (primarily running my business at home)
   - ◻ Location-independent entrepreneur (working on my own business neither at home nor in a regular office)
   - ◻ Location-independent freelancer (contractor, independent professional or sole trader, working on bespoke projects neither at home nor in a regular office)
   - ◻ Home-based freelancer (contractor, independent professional or sole trader, working on bespoke projects mainly at home)
   - ◻ Other: _____

6.What was the reason you decided to be a location-independent or home-based freelancer/entrepreneur? (you can choose more than one option)

- ◻ To be your own boss
- ◻ To satisfy your creative impulse
- ◻ To obtain added income
- ◻ To work from home or wherever you want
- ◻ No need for an office
- ◻ Could not find suitable office space
- ◻ To work flexible hours
- ◻ To spend more time with your family
- ◻ To choose a career that is also your hobby
- ◻ To pick up holidays at will
- ◻ Could not find a suitable job as an employee
- ◻ Lower start-up costs
- ◻ Other: _____

7.What are the greatest benefits of using conventional /home base work space?

- ◻ Flexible hours
- ◻ Working wherever you want
- ◻ Control over jobs and clients
- ◻ You are the boss
- ◻ You keep all the profits
- ◻ Better work-life balance and quality of life
- ◻ More productive
- ◻ More freedom
- ◻ Less stress
- ◻ Other: _____

8. What are the dark sides of being a location-independent freelancer/entrepreneur? (you can choose more than one option)

- ◻ Not steady or reliable workloads
- ◻ Hard to distinguish between work and personal life
- ◻ Lot of legwork
- ◻ Lack of employer benefits
- ◻ Irregular income
- ◻ Too much competition
- ◻ Lack of recognition of a self-employed status
- ◻ Other: _____

9. Why do you prefer working in your current place? (you can choose more than one option)

- ◻ A social and enjoyable atmosphere
- ◻ Good coffee and food
- ◻ Casual small talks with like-minded people
- ◻ An easy-to-change workplace
- ◻ Good transportation links to home
- ◻ Other: _____

10. How often do you use the current place?

- ◻ A couple of hours a day
- ◻ One day a week
- ◻ A couple of days a week
- ◻ Most days each week
- ◻ Other: _____

11. How many new and helpful contacts did you make during the last three months in your current place?
- ◻ None
- ◻ 1-2
- ◻ 3-4
- ◻ 5-6
- ◻ 7 or more

12. What are your alternative workspaces when you are not using your current place?
(you can choose more than one option)
- ◻ Home
- ◻ Coffee shop or similar
- ◻ Library
- ◻ Rented office
- ◻ Small shared office
- ◻ Rented private office
- ◻ Business centre
- ◻ Coworking space, please name which one(s):
_____
- ◻ Company office
- ◻ My clients' premises
- ◻ Other: _____

13. Which of these workspaces is the most beneficial for your business operation?

14. How often do you use the current place?
- ◻ A couple of hours a day
- ◻ One day a week
- ◻ A couple of days a week
- ◻ Most days each week
- ◻ Other: _____

15. How many new and helpful contacts did you make during the last three months in your current place?
- ◻ None
- ◻ 1-2
- ◻ 3-4
- ◻ 5-6
- ◻ 7 or more

16. What are your alternative workspaces when you are not using your current place?
(you can choose more than one option)
- ◻ Home
- ◻ Coffee shop or similar
- ◻ Library
- ◻ Rented office
- ◻ Small shared office
- ◻ Rented private office
- ◻ Business centre
- ◻ Coworking space, please name which one(s):
_____
- ◻ Company office
- ◻ My clients' premises
- ◻ Other: _____

Informal question:

17. What are the main advantages/disadvantages of the space that you currently use?
18. In your opinion, what kind of changes could help your startup in your current convention space?
19. Do you face any challenges (related to Administration/ Accounting/HR/Policies/Networking/Funding/Rentals /Operational cost/Lock in period) related to your Business?